

IMRC Consumer Survey



March 21, 2005

*Initial Report
Results of the
Survey*



Survey Method

- ◆ Telephone Survey of 550 Randomly Selected Failed Vehicle Owners Who Completed Smog Check Last 90 Days
- ◆ Survey was 70 questions
 - Provided 35,000 data points
- ◆ Respondents chosen to reflect vehicle populations by air basin, covering six air basins (i.e. 157 LA County vs. 33 SAC region)
- ◆ Offered in English and Spanish only



Who answered the survey?

- ◆ Respondent vehicle owner had to:
 - Have a phone number that could be linked to the address on their vehicle registration (25 percent matched).
 - Answer phone and be at least 18 years old
 - Verify ownership of vehicle
 - Remember failing smog
 - Be willing to take 15 minutes to answer the 70 questions
 - Be able to communicate in English or Spanish



“When you noticed that smog check was due . . .

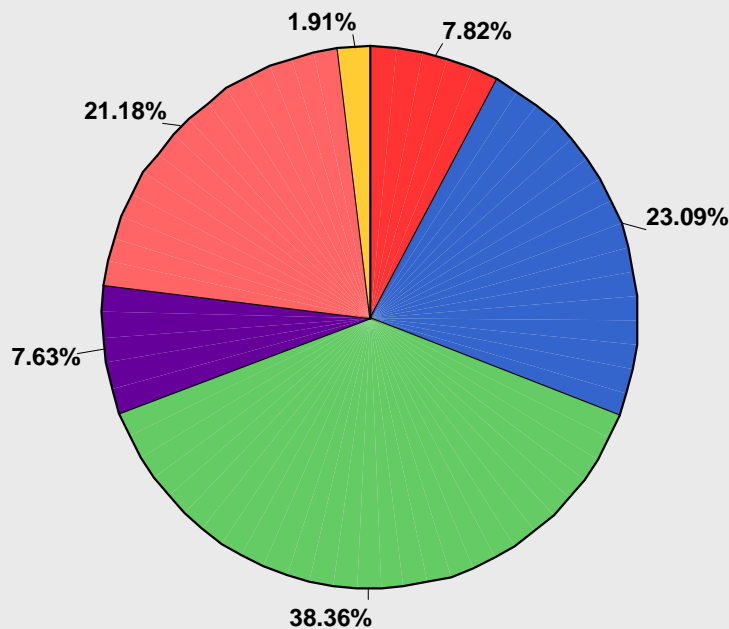
- ◆ 28% - Shopped around for testing place
- ◆ 26% - Talked to someone in auto repair business
- ◆ 23% - Talked to friends/family
- ◆ 18% - Talked to someone in the smog check business
- ◆ 8% - Visited BAR's website
- ◆ 6% - Spoke with BAR
- ◆ Percentages do not add; each is an independent question asked of each respondent.



Why the Smog Inspection Station?

- ◆ Convenient location is most important factor -38%
- ◆ Past Experience with Shop - 23%
- ◆ Wanted Test Only Station -21%
- ◆ Personal relationship with shop -8%
- ◆ Wanted Test and Repair Station - 8%
- ◆ Wanted a Gold Shield Station - 2%

Different View



4a) Which factor in question 3 was most important

- Your personal relationship with the shop
- Your past experience with this shop
- The convenient location of the shop
- You wanted a test and repair station
- You wanted a Test Only station
- You wanted a Gold Shield station

Pies show counts



Preparation For Test . . .

- ◆ 8% had a practice test/pre-inspection 30 days or less prior
- ◆ 46% performed routine maintenance before the smog check (oil change, plugs, or tune-up) 30 days or less prior
- ◆ 95% Classified vehicle as at least somewhat well maintained over the last year
 - 54% very well maintained
 - 41% pretty well maintained
 - 4% not very well maintained
 - 1% no answer



Test Only

- ◆ 80% of Test Only respondents learned of requirement from the mailing
- ◆ 14% found out at the station
- ◆ 79% rated somewhat or very easy to find a Test Only station



First Inspection Ratings

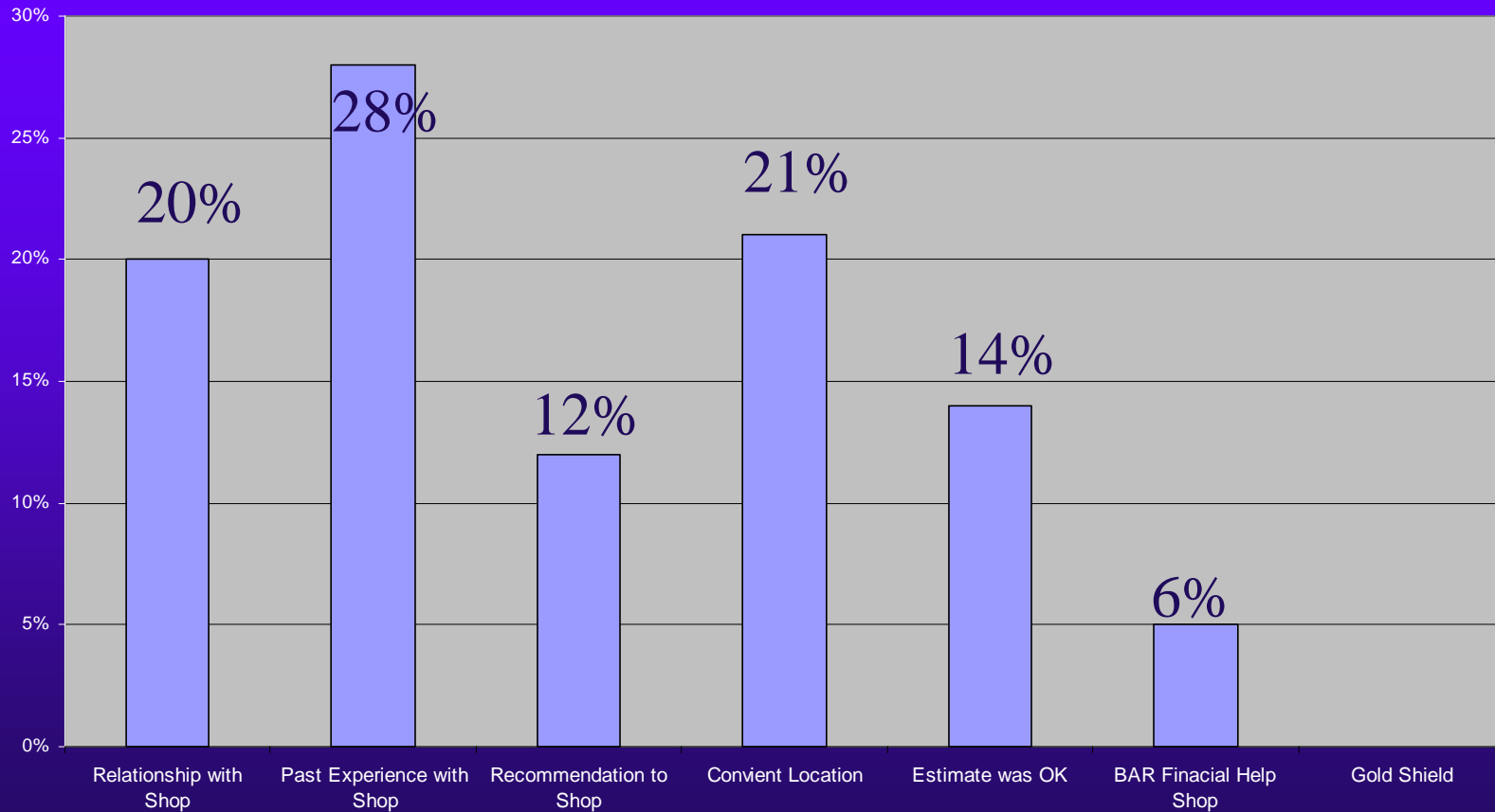
- ◆ 82% - Rated complying with inspection as somewhat or very easy
- ◆ 18% - Rated complying with inspection as somewhat or very difficult
 - 54% of those who found it difficult found the expense a problem
 - 34% of those who found it difficult thought it was too time consuming
 - 30% of those who found it difficult said lack of understanding of how the program worked caused difficulty
 - 21% of those who found it difficult said finding the inspection station caused difficulty



Choosing Repair Shop

- ◆ 5% focused on BAR financial support
- ◆ One person found the Gold Shield the most important factor in determining what shop
- ◆ 82% did not shop around for quotes

Choosing Repair Shop





Repairs

- ◆ 80% found it somewhat or very easy to fix their cars
- ◆ 18% found it somewhat or very difficult
 - 67% of those who found it difficult said expense of repairs was difficult
 - 51% of those who found it difficult said the time involved was difficult
 - 38% of those who found it difficult said understanding the repair requirements was difficult
- ◆ 62% of the repairs took one day or less
- ◆ 60% of the repairs cost less than \$250



Second Smog Check Inspection

- ◆ 80% said it was easy
- ◆ 12% said it was somewhat easy
- ◆ 3% said it was somewhat difficult
- ◆ 2% said it was very difficult
- ◆ 3% did not answer the question



BAR Financial Assistance

- ◆ 7% received CAP assistance
- ◆ We will look more carefully at this issue
 - Income eligible
 - Test only eligible
 - Differences by air basin



Next Steps

- ◆ More In Depth Analysis
- ◆ Consultation with the agencies
- ◆ Develop recommendations